

An aerial photograph of the Chicopee West End area, showing a mix of residential and commercial buildings, parking lots, and streets. A large, light-colored, irregularly shaped area in the upper left is highlighted, possibly indicating a specific project site or a natural feature. The map includes street names such as Interstate 391, Exchange Street, Cabot Street, Lehigh Street, Mill Street, and Front Street. A semi-transparent grey box is overlaid on the right side of the map, containing the project title and team information.

# BROWNFIELDS AREA-WIDE PLANNING PROJECT: CHICOPEE WEST END

*Project Team:*  
The Cecil Group, Inc.  
FXM Associates  
Tighe & Bond  
John Williamson  
Language Link Consortium

November 8, 2011



# Agenda

- Review Previous Concepts
- Explain and Discuss Implementation Chart
- Discuss Next Steps



# Market Potential

- Rental Housing Demand May Be Driver
  - Target under age 35 and over age 55 households
- Office Space Demand is Low
  - Extraordinary measures needed to increase Chicopee, Downtown/West End share of regional market
- Industrial Space Demand is Opportunity
  - Steady, increasing demand for industrial space compared to office space in region
  - Mill buildings offer low-cost, flexible space
  - Need public-private outreach to prospective users



# Market Potential

## ■ Strategic Initiatives/Recommendations

- Create distinctive image as emerging hip, affordable place for young professionals and students to live, work and play
- Start marketing campaign targeting tech-based businesses and entrepreneurs
- Explore opportunities/partnerships with Baystate Medical Center and Elms College to increase business activity in Downtown/West End
- Identify successful retailers and restaurant owners in region who may want to expand
- Provide technical assistance and access to financing incentives to address deteriorated building conditions



# Market Potential

## ■ Retail Opportunity “Gap” Analysis

- There is little projected growth in demand for retail space within the larger market area or within the city overall.
- There are some opportunities for small-scale retailers based on gaps between market expenditures and actual store sales within a 5-minute drive of downtown Chicopee.
- These opportunities virtually disappear at a 10-minute drive radius, as the city is a net importer of retail sales. (People living outside the city are shopping in Chicopee.)
- The key to attracting specialty restaurants and retail stores is to identify successful small restaurants and retail stores in the larger market area and offer competitive rents to open an additional establishment in the West End.
- Average retail rents in the market region is \$11.50 per SF, so West End rents will likely have to be below that to attract tenants.
- Aggressive efforts by property owners, brokers and others will be necessary to find prospective tenants.

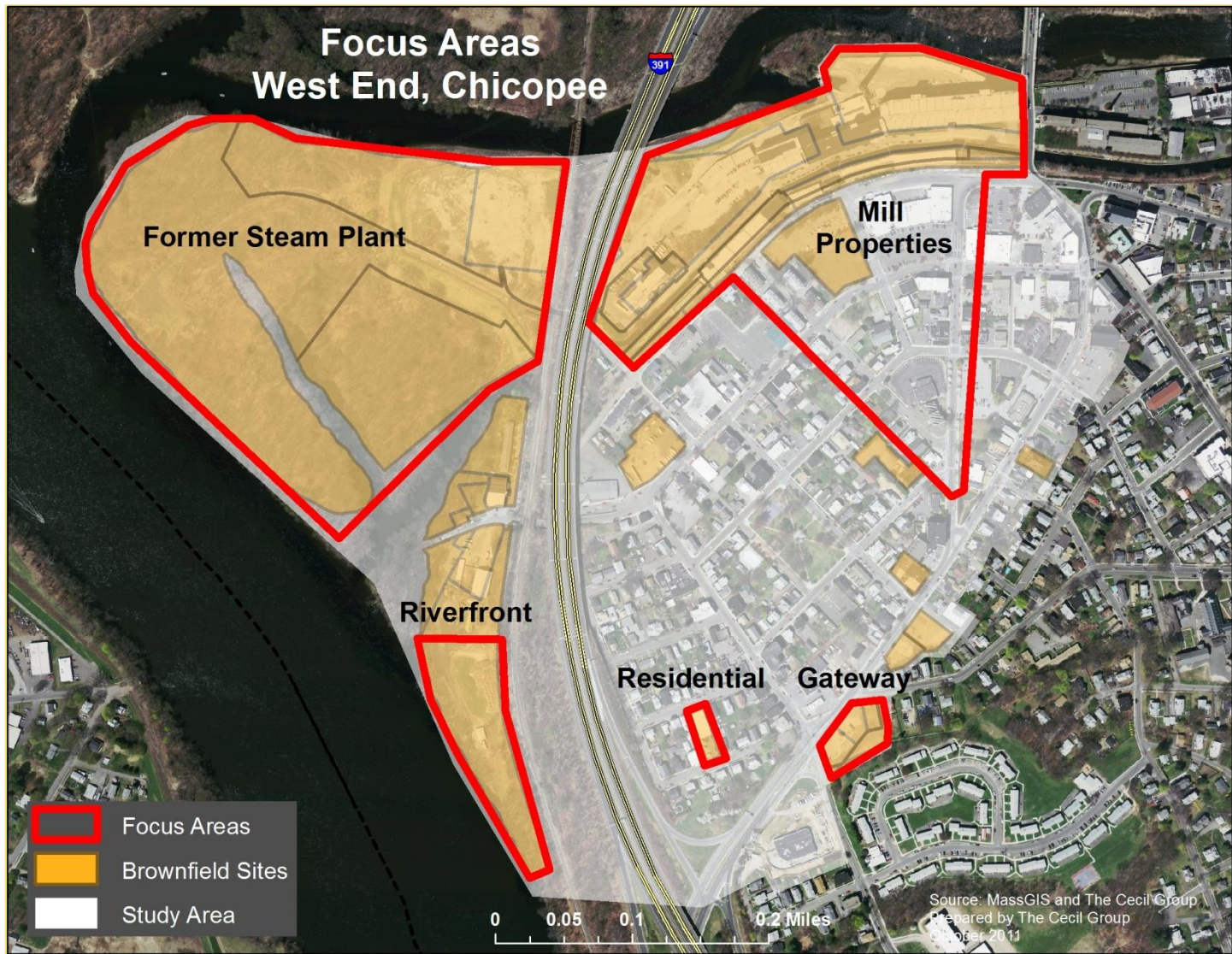
An aerial photograph of an urban area, likely a brownfield site, with a red crosshair overlay. The image shows a mix of industrial and residential structures, with a prominent red square at the bottom left corner.

# Concept

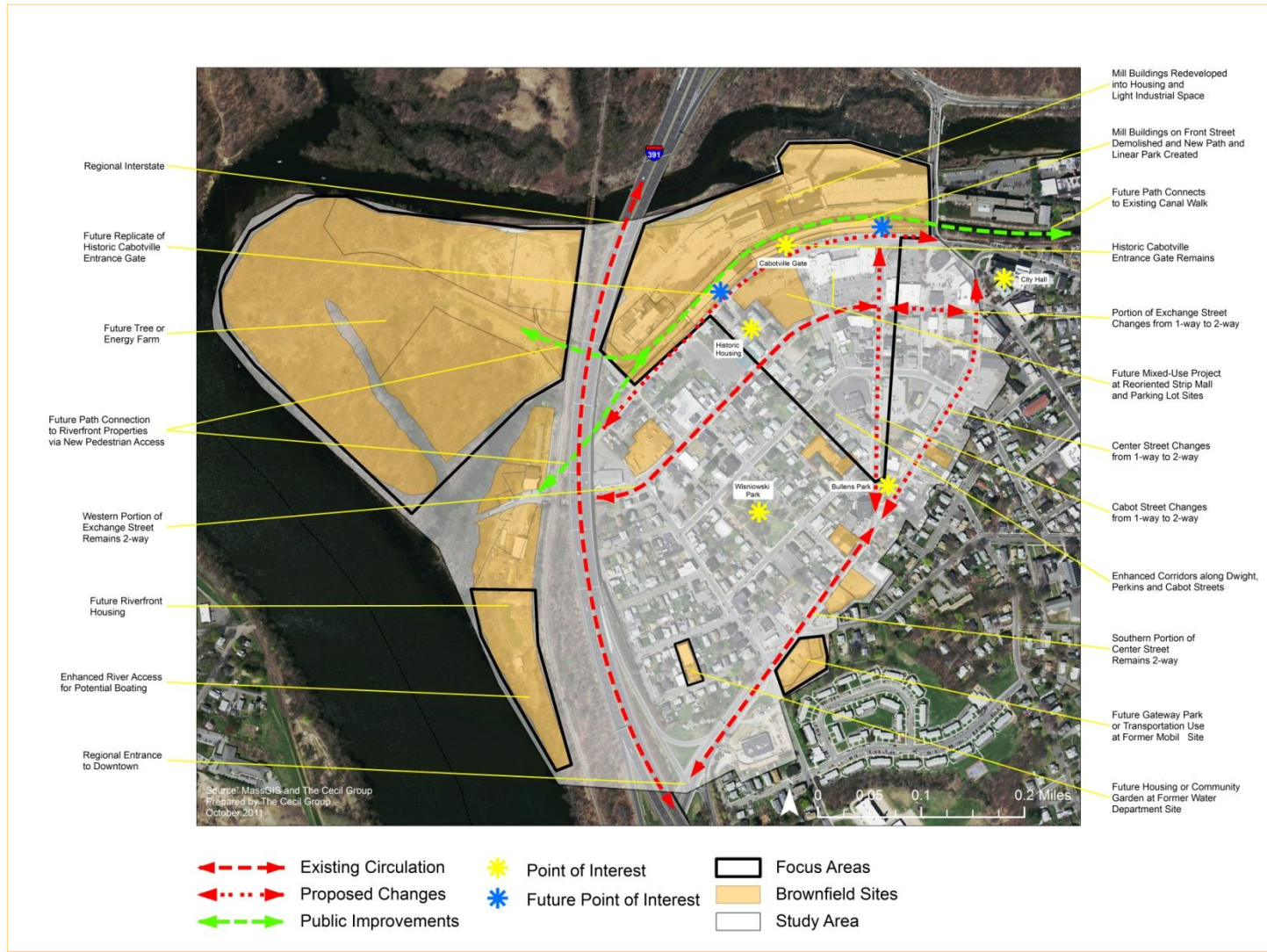
## ■ Focus Areas

- Mill Properties
- Former Steam Plant
- Riverfront
- Gateway
- Residential

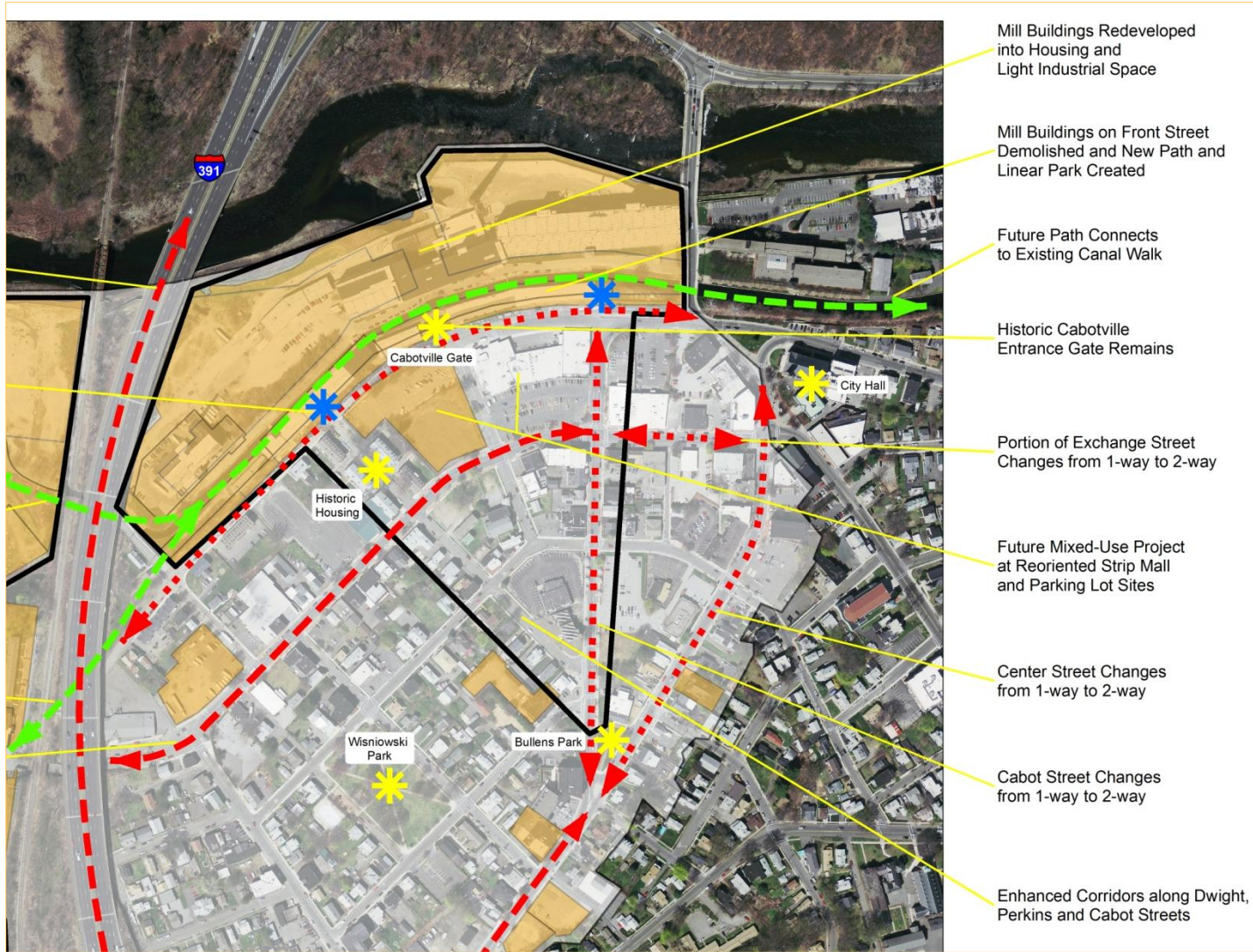
# Focus Areas



# Concept Plan



# Mill Properties



# Mill Properties

## ■ Brownfield Sites

- Cabotville Mill Complex
- Former Lyman Company
- City Frontage
- 101 Front Street

## ■ Reuse Scenarios

- Flexible industrial space
- Support growth of existing mill businesses
- Housing for <35 and 55+
- Canal path and park
- Mixed use south of Front Street



# Mill Properties



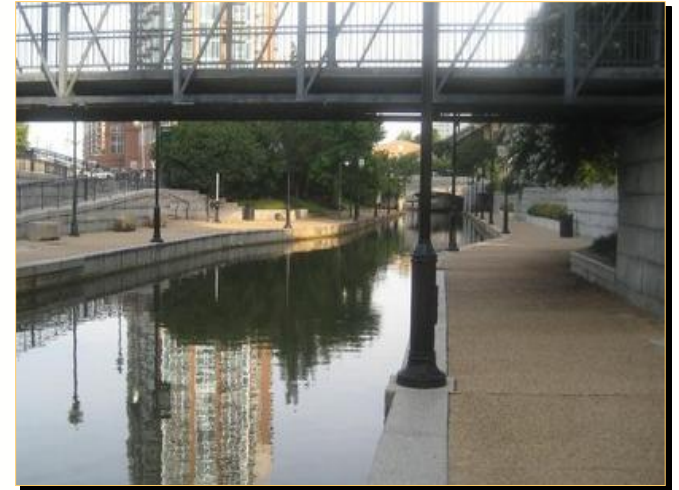
WEST END NEIGHBORHOOD BROWNFIELDS PLAN  
The Cecil Group Inc. • FXM Associates • Tighe & Bond

# Mill Properties

- Demolish Buildings along Front Street



# Mill Properties

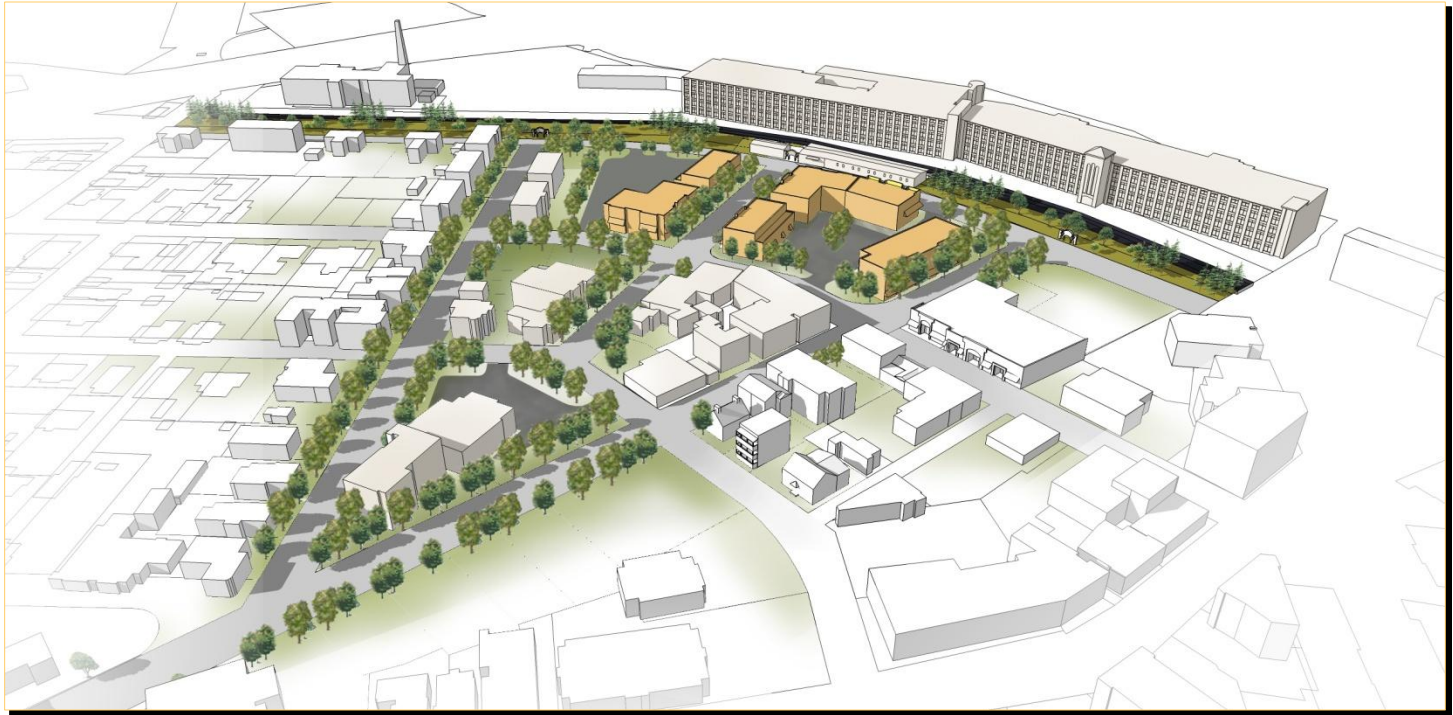


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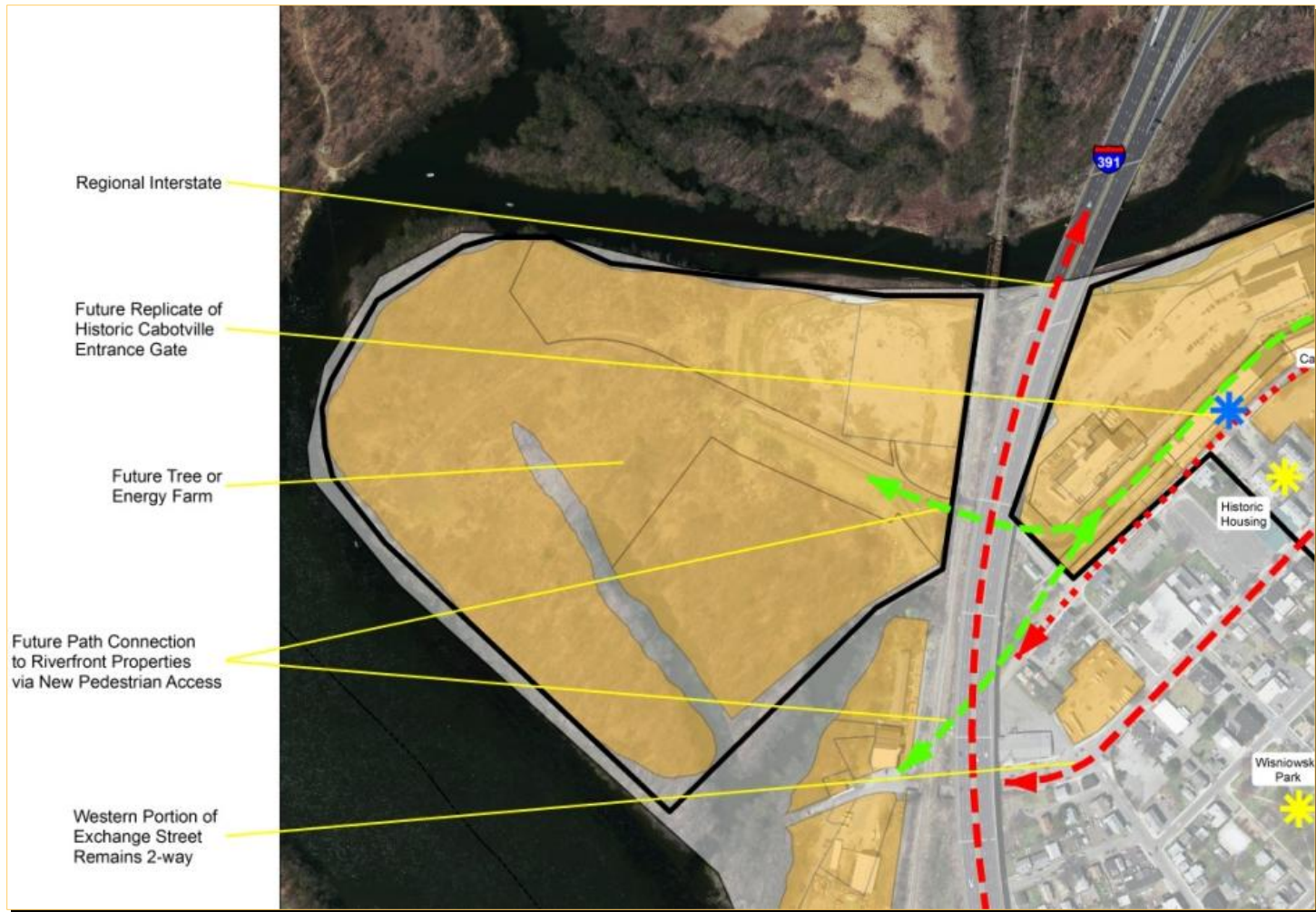
# Mill Properties



# Mill Properties



# Former Steam Plant



# Former Steam Plant

## ■ Brownfield Sites

- City Property (Former Hampden Steam Plant)
- Delta Park

## ■ Reuse Scenarios

- Tree farming or other agricultural use
- Energy farming (Solar or geothermal)



# Former Steam Plant



OR

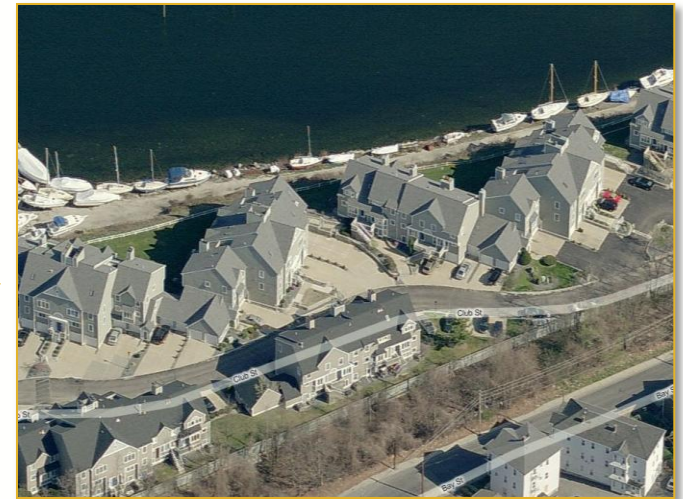


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# Riverfront



# Riverfront



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# Gateway



# Gateway

- **Brownfield Site**
  - Former Mobil Service Station
  - Significant Reuse Limitations
- **Reuse Scenarios**
  - Gateway park
  - Transportation use (ex. EV charging station)



# Gateway



OR



WEST END NEIGHBORHOOD BROWNFIELDS PLAN  
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# Residential



# Residential

- Brownfield Site
  - Chicopee Water Department
- Reuse Scenarios
  - Housing
  - Community garden



# Residential



OR

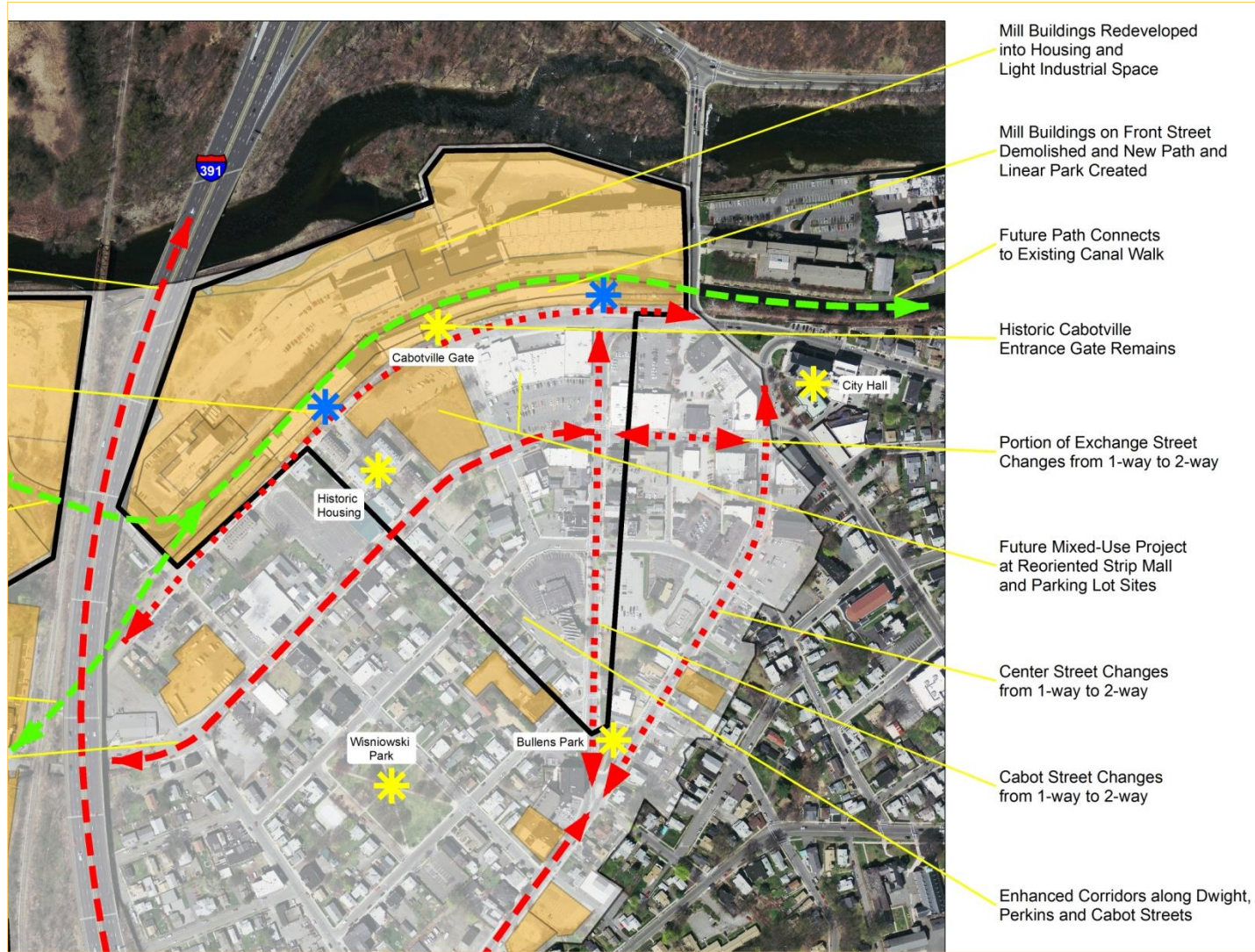




# Other Brownfield Sites

- 6 Other Brownfield Sites
  - Center Street Parking Lot
  - Collegian Court
  - Former Freemason's Lodge
  - Former Mathis Oldsmobile
  - Former Racing Oil
  - Former VOC Building
- Current Lack of Demand for Reuse

# Traffic Circulation





# Traffic Circulation-Two Way

## ■ Benefits

- Greater business exposure
- Slower travel speeds
- Easier patron access

## ■ Concerns

- Delay associated with left turns
- Conformance to State/Federal design standards
- Loss of parking
- Significant construction costs at intersections

# Key Intersection Impacts



# Preliminary Parking Impacts





# Traffic & Parking Recommendations

## ■ Traffic Study Assessment

- Center Street
- Cabot Street
- Exchange Street
- Front Street
- Intersections

## ■ Strategic Improvement Locations

- West Street/Exchange Street Utilization
- Exchange Street Two-Way
- Cabot Street Two-Way

## ■ Public Outreach



# Implementation

- Brownfields
- Public Improvements
- Technical Assistance and Planning



# Implementation

## ■ Brownfields

- Mill Properties
- Former Steam Plant (includes Delta Park)
- Gateway
- Residential
- Riverfront
- Other Brownfields



# Implementation

- Public Improvements
  - One-way to two-way circulation conversion
  - Canal path and park
  - Corridors
  - Fiber optic



# Implementation

- Technical Assistance and Planning
  - Education
  - Outreach
  - Land use regulations



# Next Steps

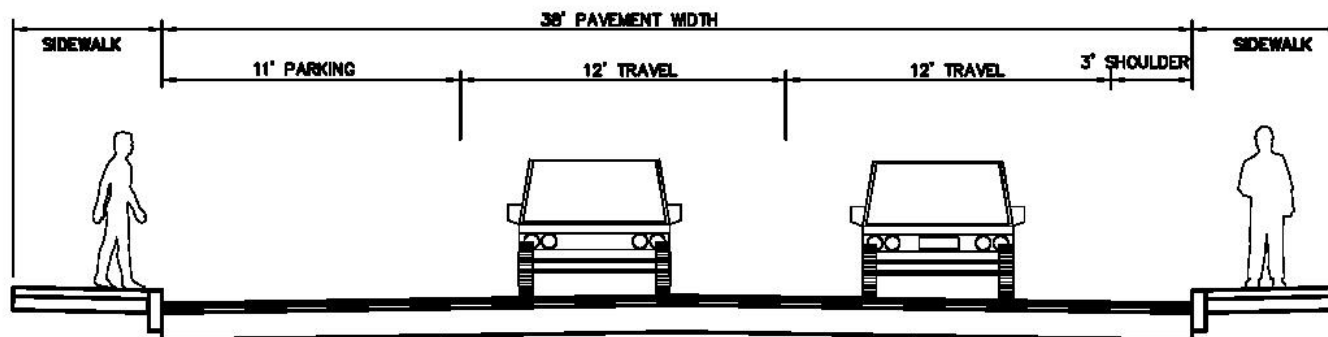
- Presentation of Draft Report (Library)
  - Stakeholder Meeting: Tuesday, Dec. 13, 10 a.m.
  - Public Meeting: Tuesday, Dec. 13, 6 p.m.
  
- Presentation of Final Report (Library)
  - Public Meeting: Wednesday, Jan. 11, 6 p.m.



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**CENTER STREET  
PROPOSED 2-WAY TRAFFIC PATTERN**



**EXISTING CONDITION**



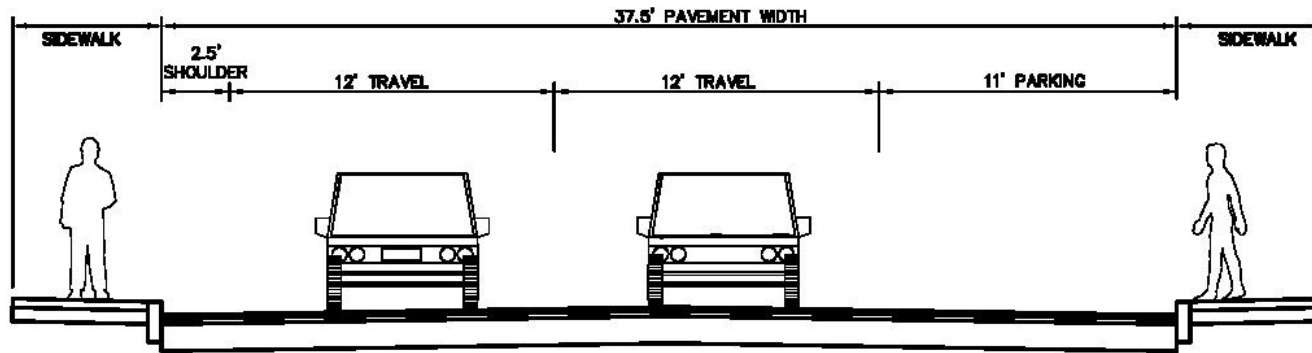
**LOCATION 1**  
CENTER STREET NEAR INTERSECTION OF  
NONOTUCK AVENUE

**CHICOPEE CENTER TRAFFIC PATTERNS**  
PROPOSED 2-WAY TRAFFIC PATTERN  
CHICOPEE, MASSACHUSETTS

**Tighe & Bond** Consulting Engineers  
[www.tighebond.com](http://www.tighebond.com)

SCALE: NONE

DATE: OCTOBER 2011



**CENTER STREET  
PROPOSED 2-WAY TRAFFIC PATTERN**



**EXISTING CONDITION**

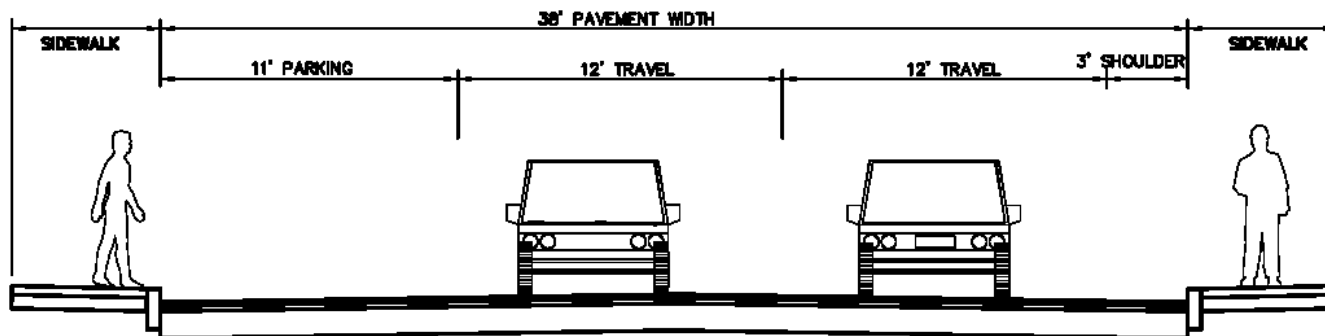


LOCATION 2  
CENTER STREET BETWEEN SCHOOL  
AND EXCHANGE STREETS

CHICOPEE CENTER TRAFFIC PATTERNS  
PROPOSED 2-WAY TRAFFIC PATTERN  
CHICOPEE, MASSACHUSETTS

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SCALE: NONE DATE: OCTOBER 2011



**CABOT STREET  
PROPOSED 2-WAY TRAFFIC PATTERN**



**EXISTING CONDITION**

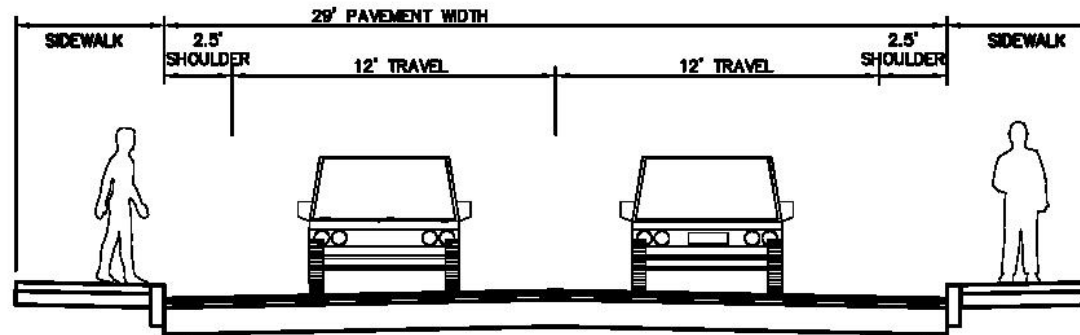


**LOCATION 5  
CABOT STREET AT INTERSECTION OF  
EXCHANGE STREET**

**CHICOPEE CENTER TRAFFIC PATTERNS  
PROPOSED 2-WAY TRAFFIC PATTERN  
CHICOPEE, MASSACHUSETTS**

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SCALE: NONE DATE: OCTOBER 2011



**CABOT STREET  
PROPOSED 2-WAY TRAFFIC PATTERN**



**EXISTING CONDITION**

**LOCATION 7**  
CABOT STREET NEAR INTERSECTION  
OF PARK STREET & CENTER STREET

CHICOPEE CENTER TRAFFIC PATTERNS  
PROPOSED 2-WAY TRAFFIC PATTERN  
CHICOPEE, MASSACHUSETTS



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SCALE: NONE DATE: OCTOBER 2011